

Learning Conversation Notes	
Name of Partner: Safe Kids Placer County	Date: January 23, 2008
Conversation Participants: Judy Marston, Fiona Tuttle, Nancy Baggett, Cathy Ferron, Jim Owens, Liz Honeycutt, Jan Davis, Alicia Stammer.	
Outcome: Parents/caregivers will gain knowledge to prevent unintentional injuries and deaths so that they can keep their children safe.	
Performance Measures: <ul style="list-style-type: none"> • Demographics according to the categories mandated in the First 5 Placer Demographic Tool. In addition the following will be required; number of children served directly, the number of children served indirectly and the number of parents/caregivers served. • Results of Parent Survey to measure knowledge gained through viewing the DVD. • Results of Retrospective Survey to measure the knowledge gained related to safety device/topic (to be completed by parents listed by event). • Number of safety devices and DVDs distributed. 	
Number of Children Served:	92
When served:	7-1-07 to 6-30-08
Gender:	
- Male	
- Female	
- Unknown	92
Ages:	
- Prenatal	11
- < 1 year	27
- 1 year	12
- 2 years	7
- 3 years	10
- 4 years	16
- 5 years	9
- Unknown	
Ethnicity:	
- Alaskan Native/ American Indian	
- Asian	2
- Black/African American	2
- Hispanic/Latino	32
- Pacific Islander	
- White	50
- Multiracial	5
- Other	1

What is this data telling us about achievement of outcomes?

Demographics

- All 92 children are indirectly served.
- The data was collected via survey during events. Parents provided the information for this reporting period; child gender was not available and will be available at the next learning conversation.
- The information recorded is only for Placer County. Some from other counties were served but are not recorded here.
- There are many new babies served. Many of the new parents want to make sure they are doing things right and thus want to get their car seats checked.
- There are also quite a few toddlers being served.
- Survey does not ask people about child special needs. This will be added.
- The majority of families served during this reporting period were from Auburn and South Placer. Strategies are planned to expand areas served as Spring approaches. Partners in the Tahoe area have also been identified and are planning events in May.
- There were 69 parents served (37 males, 32 females). Many of the parents served have more than one child. One parent per family filled out the form, families are only recorded once.
- The majority of parents served are Hispanic or White. English is the dominant language spoken in the home.

Parent Survey (to be administered after viewing the DVDs)

- There have been no viewings of the DVD yet. Once the DVD is completed, data will be collected at the viewing using the Parent Survey.

Retrospective Survey

- See attachment for summary of survey information.
- 69 responses to the survey were collected.
- Questions 1 and 2 show parents have gained knowledge about safety and question 3 demonstrates that they will share the information with others.
- Question 1: It appears parents became more comfortable with their knowledge of the safety topic presented.
- Many parents might not consider talking with other parents about safety. However, when given information, they indicate that they are more likely to share that information with other parents. This frequently leads to more referrals to additional parents to receive services.
- It appears parents will use the information to keep their child safe.
- The majority of the surveys pertained to car seat use.
- Parent survey comments: Safe Kids was hoping to get more comments with more detail. The comments, however, do speak directly to the outcome and are positive comments. Safe Kids coordinator will re-format survey to encourage more responses to this question.

Number of safety devices and DVDs distributed

- The DVD includes safety in the home, safety in the car, playground safety, and the use of helmets when riding a bike, skateboarding, boating, etc. The DVD is also in Spanish. No DVDs distributed as yet.
- See attachment for summary of information regarding safety devices distributed.
- The number of safety devices distributed is not directly correlated to the number of parents that answered the retrospective survey. Safety devices are not only distributed to parents but also to agencies and other professionals. Strategies are planned to collect information from them as well.
- 37 car seats were distributed. Cost is a factor in the number of car seats available to be distributed. Many of the parents that attend presentations already have a car seat. Some car seats are given away to agencies, such as the Department of Health and Human Services to distribute to their clients. Coordinator will distribute surveys to these agencies to collect data for the next learning conversation.
- Typically October to January, many helmets are given out, mainly to groups. 580 helmets have been distributed over this reporting period.

- More was done this year with pedestrian safety through large event venues. Because of the large number of participants and the short time allotted for the events, it is difficult to collect demographic information. Coordinator will develop a short form in attempt to collect demographic information. FedEx is a large sponsor of the Walk This Way program.

In what ways will we apply what we have learned from our data?

Demographics

- Presentations are in English and efforts are made to offer interpreting when needed.
- Safe Kids used to work with pre-schools in the Greater Foothills. Coordinator will contact these schools to discuss strategies to partner with them under the new scope of work.
- It might be a good idea to partner with Lighthouse Family Resource Center and Western Placer Unified School District Parent Trainings. Both of these programs serve parents and are likely to be looking for training for these parents.

Retrospective Survey

- Presentation of data is easy to follow. A tally of the information is a good format in order to see how the group has moved from pre to post.
- The question that asks for parent comments looks like a dividing line in the page. It might be a good idea to format this differently.

Number of safety devices and DVDs distributed

- When seats are donated to an agency, make sure it is part of that agreement that they get surveys filled out for Safe Kids in return for the donated seats.
- It is difficult to get forms filled out during helmet fittings because things are happening quickly with a large group of people. Coordinator will develop short form to collect child demographic information only.

Other points that were made during the conversation:

Retrospective Survey

- Many people don't realize that their car manual offers help with the use of car seats in their car.
- Head injuries are the leading cause of death for children 14 and under. Safe Kids helps children's brain development by aiming to keep kids safe in cars, with the use of helmets, etc.
- Needs assessments are done to identify the most prevalent injuries in the county. Research has also been done to see what kinds of child injuries come through the ER. This helps to identify where Safe Kids focuses their time.
- It is significant that Safe Kids was able to get this many responses. Parents come to this program willingly, so they may be more likely to fill out the surveys.

Number of safety devices and DVDs distributed

- North Tahoe FRC and Tahoe-Truckee Unified School District staff a family room at Kings Beach Elementary School that has many parents participating and this would be a good group for Safe Kids to partner with. This will also help with the regional distribution. See partner brochure for contact information.
- Safe Kids is looking to partner with the Auburn Boys and Girls Club for the National Safe Kids Week event. Consider partnership with North Tahoe Boys and Girls Club to bring events to the Tahoe area during the same week.

Next Steps:

Demographics

- Add gender, multi-racial option for race, and special needs to survey to collect complete child demographic information. The First Five evaluator will offer assistance with the modification of the survey and also provide the coordinator with the updated indirect demographic tool.

Retrospective Survey

- Add the distribution of the ages of the children to the summary of survey results. If there is more than one child for a family, identify all ages 0-5.
- Change formatting for parent comment question and clarify what the question is asking.
- Create a way to identify whether or not they received a safety device.

Number of safety devices and DVDs distributed

- Children served by helmet distribution are to be listed as directly served in the demographic tool. This needs to be separated from the children indirectly served (via serving the parents) in the demographic tool.

Other

- Set up meetings with partners in the Tahoe and Western Placer areas to talk about strategies.
- Next Learning Conversation to be scheduled after the DVDs have been distributed, particularly to First Five partnerships (PCOE, Chana, MIC, Teen parent program). Tuesday, May 20th, 1:15 – 4:45.